Tobacco Company 1224

1221 / 2, 3 | 1222 | 20, 21, 24, 25, 26 | 1222 | 1, 3, 4, 6, 8 | 1223 | 21, 24, 25, 26 | 1223 | 5, 24, 25, 28 | 1224 | 1225 | 2, 3, 6, 7 | FOI.1 | 1225 | 2, 3, 6, 7 | FOI.1 | 1225 | 1, 2, 3, 7, 5 | FC | SO | 1229 | 1, 2, 5, 6, 9 | MC | PA | 1244 | RSM | RBM | 1. S. (Jem) RUMBERGER

24 March, 1998

1761 International Parkway

Suite 115

Richardson, TX 75081 Phone: 972 / 644-2289 Fax: 972 / 644-8807

Key Account Manager

MAR 25 RECTO

TO:

ALL ROU'S EXCEPT 1810, 2110, 2210

FOR IMMEDIATE DISTRIBUTION TO ALL RETAIL/SALES

REPS. W/7-ELEVEN RESPONSIBILITY

SUBJECT:

SOUTHLAND / 7-ELEVEN - C.I.D. 0001-XX-XX

JULY WINSTON BUY-2-PACKS-GET-\$1.00-OFF SURVEY

SHEET

Ladies and Gentlemen,

The above-subject promotion will be available to order for all 7-Eleven Corporate and Franchise stores during the time period 3/23/98 through 4/03/98.

The attached survey sheet is in each stores' Merchandise Information Packet (MIP). The following are item numbers to be used when ordering this promotion. Stores currently on the 7-Eleven item master system should use the <u>SLIN #.</u>, all others should order using the McLane <u>UIN #.</u>

PROMOTION	MC LANE UIN #	SLIN#
Winston B2G \$1.00 Off	846881	121062-4

Special Note: This survey sheet was sent our <u>prior</u> to RJR changing this promotion from 70¢-off-2-packs to a \$1.00-off-2-packs. Please advise stores of this change during your next visit.

Sincerely,

Jeff

Jeff S. Rumberger

/cn

cc: Mones Anaya, Dennis Bellinger, Denny Bomgardner, Jim Bryant, Marianna Conroy, Chris Huff, Linda Zelles, Jeanne Swisher (letter only)

1853 469

cLJSR324

NEW PRODUCT INFORMATION

First Order Date: 23-Mar-98

Page:

Ref: 467

LOCAL MARKE	T INFO			Shipping Unit:	DSPLY/20	deals	Deal				
Supplier: McLar				**Estimated Cost							
Suggested Order		LY (DSPLY)	(O deals)	Suggested Retail							
Last Order Date:		1 1		GP\$ / GP%	<u> </u>		<u> </u>				
Seasonal/In & Qu							ue to different freight breckets.				
UPC	SLIN	McL UIN	DESCRIPTION & SIZ	2E	Core	X	Optional				
O 12300 42810 Other Pack Size Av			Winston Buy 2 Packs Get \$0.70 Off Display contains 20 presidented deals (National except Central)								
PRODUCTINFO	RMATIO	√	MARKETING SUPPO	DRT	and the second	: t <u>: </u>	g ¹ 7,775-9,5				
Mfg: RJ Reynolds Category: Premium Sub Category: Regular Full Flavor PSA: 120301 PMA: 60			* Contains 20 prepackaged deals of 2 packs marked \$0.70 off **MUST HAVE RJR DISPLAY CONTRACT TO ORDER** * Display UPC - 0 12300 42810 * Deal UPC - 0 12300 24685								

WINSTON BUY2GET \$0.70 OFF ORDER 1 = DSPLY/20 deals



Pre-Book

PREBOOK

SURVEY ITEM:

Order From: Order To:

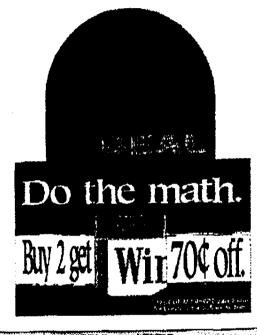
03/23/98 With your

regular order

on or before:

04/03/98

07/06/98 Ship Week Of:



121062

Asian X Gender: Both				Age Group: 21+				* Limit one display per store							
All	Black	X		\$40K	4	X		Hí		* AVAILABLE ONLY TO STOR					
Stores Hispanic X Income 625-\$40			40K	X Kids Med				PARTICIPATE IN RJR COUNTER DISPLAY							
X	White	X	To \$25K X Low A						AGREEMENT						
Purchase	Behavior:		X Pla	nned	X	lmpi	ulse	Custon	ner Usage:	X	lmmed		X	Take-Home	
	RAND DIS					WAN, 2 .		The part of the same	And the state of t	er (in trigger) a source and a significant control	Y CONTROL OF	ASSESS STATE		Control of the Contro	
	ted Allowar			Ott-Invo	ice)	3.2.	**************************************							o: 07/31/98	
\$0	.70 off invo	ice									om: 07	/06/98			
										<u> </u>	om:		<u> </u>	0:	
	ck:	(S	hown on	Merchan	dise A	eport	ster ret	sate rece	ived from v		rom:		T	o:	
Bill-Bac										41	Ons.				
Bill-Bac											om:		Ţ	0:	
	t Dimension		W 14	.75" l	. 2	5.5"	Н	5.6"	Code L		om:) pen		
Produc	t Dimension			.75" L				5.6"	Code L	Fi	om:	1 0			

Why you should carry this product:

- Customer added value at no added cost
- * Promotions experience rapid sail through
- * Allocation is limited to one display per store
- **MUST BE A PARTICIPATING RJR PARTNER PROGRAM MEMBER TO ORDER**

Franchiseas, as independent contractors, are not required to purchase this product,

Haysed 11/20/96

to purchase it from the vendor noted, or to utilize Southland's suggested retail pricing.
** Estimated cost and allowances reflect information evailable at time of printing. Actual cost and SRP may differ from NPI sheet figures.